



## Report on Deliverable B1.4 "Report on Dissemination Activities"

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<b>Project Acronym</b>	NewLife4Drylands

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## Executive summary

This deliverable has been elaborated in the framework of Action B1 of the NewLIFE4Drylands. The B1 action has been implemented according to the communication plan which gave to the consortium members of the New Life for Dryland project (NL4D) a strategy to promote and disseminate the activities implemented during the project and the results of these activities. The plan defined the key messages and will point out the targets, the contents, the tools, the timings and the objectives of all communication activities in the project framework. This document includes all the dissemination activities of the project, participation in national and international conferences, presentation of the project, distribution of leaflets (2 leaflets have been produced), participation in fairs and exhibitions etc. A well-rounded dissemination strategy/communication plan is integral to the success of any project. It ensures that the knowledge generated is effectively communicated to all relevant stakeholders, facilitating its use, implementation, and further development.



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## 1. Dissemination Activities of NewLFE4Drylands project

Dissemination activities in a project refer to the processes and actions taken to share, spread, and communicate the project's results, findings, or outputs to a broader audience. These activities are crucial in ensuring that the knowledge generated by the project reaches relevant stakeholders, including policymakers, professionals, researchers, academics and the general public. Effective dissemination increases the impact of the project and can facilitate the uptake and application of its results. Here are some common dissemination activities:

### 1. Publications

- **Academic Papers:** Publishing in peer-reviewed journals or conference proceedings.
- **Scientific posters:** Producing detailed results summarizing the project's findings and their implications.

### 2. Conferences and Workshops

- **Presentations at Conferences:** Sharing findings through talks or poster presentations at national or international conferences.
- **Organizing Workshops:** Hosting thematic workshops to engage with stakeholders and gather feedback.
- **Panel Discussions:** Participating in or organizing panels on relevant topics to discuss the project's findings.

### 3. Online Presence

- **Project Website:** Creating a website to provide ongoing updates, access to reports, and other resources.
- **Social media:** Using platforms like Twitter, LinkedIn, and Facebook to share news, updates, and engage with the public.
- **Webinars and Online Seminars:** Hosting online sessions to reach a broader audience.

### 4. Media Engagement

- **Press Releases:** Issuing press releases to announce major milestones, findings, or events.
- **Media Interviews:** Engaging with journalists or bloggers to reach wider audiences through articles, podcasts, or TV/radio segments.



## **5. Educational and Training Materials**

- Workshops and Training Sessions: Developing and delivering training sessions for specific target groups.
- Educational Resources: Creating materials like brochures, infographics, videos, or MOOCs (Massive Open Online Courses) to disseminate knowledge.

## 2. Publications/poster presentation

Date	Location	Comments /Description	No of Participants
2021	Publication	The project team published a scientific paper: V. Carabassa, P. Montero, J. M. Alcañiz, and J.-C. Padró, "Soil Erosion Monitoring in Quarry Restoration Using Drones," Minerals, vol. 11, no. 9, p. 949, Aug. 2021, doi: 10.3390/min11090949.	N/A
2021	Publication	The project team published a scientific paper: Fazzini, P.; De Felice Proia, G.; Adamo, M.; Blonda, P.; Petracchini, F.; Forte, L.; Tarantino, C. (2021). "Sentinel-2 Remote Sensed Image Classification with Patchwise Trained ConvNets for Grassland Habitat Discrimination", Remote Sensing, Special Issue "Deep Learning for Remote Sensing Image Classification", 13(12), 2276. <a href="https://doi.org/10.3390/rs13122276">https://doi.org/10.3390/rs13122276</a>	N/A
2021	Publication	The project team published a scientific paper: Pons, X., & Padró, J. C. (2021). An operational radiometric correction technique for shadow reduction in multispectral uav imagery. Remote Sensing, 13(19), 3808. <a href="https://doi.org/10.3390/rs13193808">https://doi.org/10.3390/rs13193808</a>	N/A
21-25/06/2021	Online	CREAF experts prepared a scientific poster for the Conference in Ecological Restoration (SERE21), more than 500 experts, practitioners and relevant stakeholders attended the conference.	>500
14-17/10/2021	Ioannina, Greece	10 <sup>th</sup> Hellenic Ecology Conference, Ioannina and online. Participation and poster presentation of the project by Dr. Kostis Damianakis. Abstract included in Abstract Proceedings of the Conference	>200
5-9/09/2022	Alicante / Spain	CREAF experts prepared a scientific poster for the Conference in Ecological Restoration (SERE22), more than 500 experts, practitioners and relevant stakeholders attended the conference.	>500

Date	Location	Comments /Description	No of Participants
7-9/12/2022	Athens / Greece	EUROGEO 2022 Workshop (https://www.greekgeo.noa.gr/egw2022/;CREAF, CNR participated) CNR-IIA introduced NewLife4Drylands to the Land Cover & Land Use Action Group (P. Mazzetti, CNR-IIA joined the Action Group) CREAF presented NewLife4Drylands in the Biodiversity Action Group	>300
2022	Publication	The project team published a scientific paper: Assennato, F.; Smiraglia, D.; Cavalli, A.; Congedo, L.; Giuliani, C.; Riitano, N.; Strollo, A.; Munafò, M. The Impact of Urbanization on Land: A Biophysical-Based Assessment of Ecosystem Services Loss Supported by Remote Sensed Indicators. Land 2022, 11, 236. <a href="https://doi.org/10.3390/land11020236">https://doi.org/10.3390/land11020236</a>	N/A
2022	Publication	The project team published a scientific paper: Padró, J.-C.; Cardozo, J.; Montero, P.; Ruiz-Carulla, R.; Alcañiz, J.M.; Serra, D.; Carabassa, V. Drone-Based Identification of Erosive Processes in Open-Pit Mining Restored Areas. Land 2022, 11, 212. <a href="https://doi.org/10.3390/land11020212">https://doi.org/10.3390/land11020212</a>	N/A
2022	Publication	the Consortium published an article in RETICULA magazine n.30/2022 in italian ( <a href="https://www.isprambiente.gov.it/files2022/pubblicazioni/periodici-tecnici/reticula/reticula-n-30.pdf">https://www.isprambiente.gov.it/files2022/pubblicazioni/periodici-tecnici/reticula/reticula-n-30.pdf</a> ).	>200
2023	Publication	Labadessa, R., Ancillotto, L., Adamo, M. P., Forte, L., Vicario, S., Zollo, L., & Tarantino, C. (2023). Echoes of the past: Agricultural legacies shape the successional dynamics of protected semi-natural dry grasslands. Science of the Total Environment, 905, 166990. <a href="https://doi.org/10.1016/j.scitotenv.2023.166990">https://doi.org/10.1016/j.scitotenv.2023.166990</a>	N/A



Date	Location	Comments /Description	No of Participants
2023	Publication	Fabrizio Ungaro, Cristina Domingo, Pau Montero, Vicenç Carabassa, 2023. Assessing and mapping yearly ecosystem services supplies in areas affected by land degradation processes with the support of remote sensing indices: two case studies from the NewLife4Dryland project. International Conference of the International Ecological Engineering Society, Chania, Greece, October 1 – 5, 2023	N/A
2023	Publication	Russell, E.; Padró, J.-C.; Montero, P.; Domingo-Marimon, C.; Carabassa, V. Relief Modeling in the Restoration of Extractive Activities Using Drone Imagery. <i>Sensors</i> 2023, 23, 2097. <a href="https://doi.org/10.3390/s23042097">https://doi.org/10.3390/s23042097</a>	N/A
2023	Publication	The project team published a scientific paper: Tarantino, C.; Aquilino, M.; Labadessa, R.; Adamo, M. (2023). "Time Series of Land Cover Mappings Can Allow the Evaluation of Grassland Protection Actions Estimated by Sustainable Development Goal 15.1.2 Indicator: The Case of Murgia Alta Protected Area", <i>Remote Sensing, Special Issue "Remote Sensing Measurements for Monitoring Achievement of the Sustainable Development Goals (SDGs)"</i> , 15(2), 505, <a href="https://doi.org/10.3390/rs15020505">https://doi.org/10.3390/rs15020505</a>	N/A
23-28/04/2023	Vienna	CNR-IIA and ISPRA experts prepared a scientific poster for the Conference EGU23 General Assembly, more than 15000 experts, practitioners and relevant stakeholders attended the conference.	500
20/09/2023	EU research proposals submission platform	Submission of a project proposal to the call HORIZON-MISS-2023-SOIL-01-04: "Innovations to prevent and combat desertification". The call joined interactions with NL4DL. Proposal title: MONALISA - MONitoring and Assessing prevention and restoration solutions to	>50

Date	Location	Comments /Description	No of Participants
		combat desertification in Living labs for achieving Soil heAlth.	
12-15/09/2023	Iruña, Spain	Meeting of the Spanish Soil Science Society ( <a href="https://www.unavarra.es/reunion-nacional-suelos-2023/inscripciones?languageId=100000">https://www.unavarra.es/reunion-nacional-suelos-2023/inscripciones?languageId=100000</a> )	30
01/05/10/2023	Chania, Crete	CREAF experts prepared a scientific poster for the Conference IEES 2023, experts, practitioners and relevant stakeholders attended the conference.	N/A
20-27/10/2023	Valencia, Spain	UoC experts prepared a scientific poster for the Conference Mediterranean Plant Conservation Week (4MPCW) experts, practitioners and relevant stakeholders attended the conference.	N/A
04-07/10/2023	Patrasso	UoC experts prepared a scientific poster for the Helecos 2023, experts practitioners and relevant stakeholders attended the conference.	N/A
11/2023	Online/paper	The Consortium published an article in the "Research&Innovation" section of the November 2023 issue of the Platinum-IlSole24Ore magazine ( <a href="https://platinum-online.com/">https://platinum-online.com/</a> ) in English and Italian. Thanks to the translation into English and the consolidated partnership with the Italian and foreign Chambers of Commerce, the newspaper is widespread in Europe and boasts a privileged channel, also accredited by the European Commission.	>200
2024	Publication	Perez, M., Lombardi, D., Bardino, G., & Vitale, M. (2024). Drought assessment through actual evapotranspiration in Mediterranean vegetation dynamics. <i>Ecological Indicators</i> , 166, 112359.	N/A
6-7/03/2024	Frascati, Italy	CNR-IIA prepared a scientific poster for the ESA SYMPOSIUM on soil restoration and protection 2024, experts, practitioners and relevant stakeholders attended the conference.	>200



Date	Location	Comments /Description	No of Participants
14-19/4/2024	Vienna	CNR-IIA and ISPRA experts prepared a scientific poster for the Conference EGU24 General Assembly, more than 18000 experts, practitioners and relevant stakeholders attended the conference.	500
19-21/05/2024	Florence, Italy	ISPRA prepared a scientific poster for International Union of Soil Sciences2024, experts, practitioners and relevant stakeholders attended the conference.	>200

### 3. Conferences and Workshops (in grey the conference and workshop organized by the Consortium)

Date	Location	Comments /Description	No of Participants
16-17/12/c 2021	Venice, Italy	The UNESCO Regional Bureau of Science and Culture in Europe organised a high-level MAB-IHP Regional Symposium at its premises in Venice, on 16-17 December 2021, with the aim of contributing to sustainable water management in the biosphere reserves of South East Europe and the Mediterranean. The symposium primarily explored how UNESCO and its water related networks in the region, as well as its network of biosphere reserves, can promote innovative solutions and projects to improve water resources management in biosphere reserves. The project participated in the Symposium by the Coordinator of the University of Crete-Museum of Natural History of Crete. Dr Michalis Probonas presented the pilot area of Asterousia (part of the Man and Biosphere Reserve network of UNESCO), the projects implemented in the site and the contribution of NewLife4Drylands project in the management of the Biosphere Reserve, especially in relation to tackling land degradation and desertification that threatens the sustainability of its environmental and social resources. More details in greek <a href="https://www.nhmc.uoc.gr/el/news/31408">https://www.nhmc.uoc.gr/el/news/31408</a>	35
25-27/11/2021	Palermo, Italy	National Congress of Società Italiana di Ecologia del Paesaggio, the Italian chapter of International Association for Landscape Ecology (IALE). During the Congress, Serena D'ambrogi (ISPRA) presented the project and the results of the first year of activity.	65
23/11/2022	Asterousia, Greece	Organization of 1st workshop (Action B2) with stakeholders of the area of Messara (Asterousia) (Mires). The project was presented by experts from UoC. Also, LIFE PRIMED was presented by HSPN.	40
1-3/12/2022	Rome, Italy	New Space Economy ExpoForum 2022 ( <a href="https://www.nseexpoforum.com/conference-22/">https://www.nseexpoforum.com/conference-22/</a> ) NewLife4Drylands presented at the CNR exhibition booth.	N/A

Date	Location	Comments /Description	No of Participants
		Talks with companies about potential exploitation of NewLife4Drylands results	
02/02/2023	Gran Canaria, Spain	Presentation of the project in the Conference ECOISLAS that took place in Gran Canaria, Spain	>500
12/07/2023	Pyrgos, Greece	Organization of 2nd workshop (Action B2) with stakeholders of the area of Messara (Asterousia) (Pyrgos). The project was presented by experts from UoC. In this workshop several stakeholders from Asterousia area participated.	33
2-4/10/2023	Bolzano, Italy	EUROGEO 2023 Workshop ( <a href="https://egw2023.eurac.edu/">https://egw2023.eurac.edu/</a> ) CNR-IIA presented NewLife4Drylands results in the parallel session "Scaling European Land Cover/Land Intelligence standards to the world" (P. Mazzetti) [ <a href="https://youtu.be/CFLAAHA8TQc?list=PLXUoTpMa_9s3UDOPHXkqK6SJhc0WTzsRJ&amp;t=365">https://youtu.be/CFLAAHA8TQc?list=PLXUoTpMa_9s3UDOPHXkqK6SJhc0WTzsRJ&amp;t=365</a> ]	30
2-5/10/2023	Chania, Greece	International Conference of the International Ecological Engineering Society (IEES): Closed Cycles and the Circular Society ( <a href="https://www.iees.tuc.gr/">https://www.iees.tuc.gr/</a> )	>300
17/10/2023	Barcelona, Spain	Innovation week Workshop ( <a href="https://fira-de-innovacio-uab.b2match.io/">https://fira-de-innovacio-uab.b2match.io/</a> )	>300
14/11/2023	El Bruc, Spain	1 day workshop for stakeholders in Barcelona concerning El Bruc Case study on 14/11/2023 (see Table 1). Compared with the original plan of a meeting in 2022, following the 1-year project extension, it was decided to postpone the event to 2023.	10
11/12/2023	online	An online meeting with Greek stakeholders on 11 December 2023 for dissemination and discussion with specific reference to the NewLife4Drylands Assessment Protocol (see §6.1.5 for more details)	4



Date	Location	Comments /Description	No of Participants
11/12/2023	online	An online meeting with Italian stakeholders on 12 December 2023 for dissemination and discussion with specific reference to the NewLife4Drylands Assessment Protocol (see §6.1.5 for more details)	6
11/12/2023	online	An online meeting with Spanish stakeholders on 15 December 2023 for dissemination and discussion with specific reference to the NewLife4Drylands Assessment Protocol (see §6.1.5 for more details)	4
6-7/03/2024	Frascati, Italy	ESA SYMPOSIUM on soil restoration and protection	>200
14-19/04/2024	Vienna, Austria	The EGU General Assembly is a prominent annual event that brings together geoscientists from all over the world into one meeting covering all disciplines of the Earth, planetary and space sciences. The project participated with two scientific posters.	>1000
14-16/05/2024	Rome, Italy	Final conference of the project, compressive of 1 day workshop for key stakeholders (competent authorities, municipalities, etc) in Rome, Italy on the 15/05/2024. Compared with the original plan of a meeting in 2022, following the 1-year project extension, it was decided to postpone the event and taking the opportunity of the NewLife4Drylands Final Conference to organize the event. It included a visit in Palo Laziale on the 16/05/2024.	>100
21-23/06/2024	Gravina di Puglia	A participation on "BIODIVERSA - l'Italia dei Parchi si racconta" on 21-23/06/2024; the contents and results of the project were presented as part of the introductory speech on ISPRA's activities in support of Italian protected areas. Several copies of the English summary report (45 copies) were distributed at the ISPRA stand.	400
26/06/2024	Gravina di Puglia	Technical Meeting with local authority and technical staff Alta Murgia National Park office to discuss the results of the project.	10

## 1. Online presence

Tool	Address	Comments /Description	Followers
Webpage	<a href="https://www.newlife4drylands.eu/en/">https://www.newlife4drylands.eu/en/</a>	The web page of the project has been launched during the first three months of the project and includes, news, deliverables and information about each actions.	N/A
Facebook	<a href="https://www.facebook.com/profile.php?id=100077094645695">https://www.facebook.com/profile.php?id=100077094645695</a>	This account includes several pictures from the implementation of the project's actions, events as well as information about other LIFE or non-LIFE projects.	439
Instagram	<a href="https://www.instagram.com/newlife4drylands/?hl=en">https://www.instagram.com/newlife4drylands/?hl=en</a>	This account includes several pictures from the implementation of the project's actions, events as well as information about other LIFE or non-LIFE projects.	257



## 4. Media Engagement

Date	Location	Comments /Description	No of Participants
05/06/2024	Athens	Interview in CNN GREECE of Xanthi Chatzinstrountziou about the two projects of HSPN LIFE PRIMED and NewLIFE4Drylands	>1000
16/06/2024	Athens	Press release about desertification and the NewLIFE4Drylands <a href="https://www.eepf.gr/el/el-nea/erimopoiisi">https://www.eepf.gr/el/el-nea/erimopoiisi</a>	>1000
14-16/05/2024	Rome, Italy	Press release of Final Conference of the project	>80

## 5. Educational and Training (in grey the events organized by the Consortium)

Date	Location	Comments /Description	No of Participants
13/12/2021	Antalya, Turkey	A training event was organized in the Akdeniz University of Antalya, Turkey. The project was presented to 49 students of the Faculty Education of Sciences.	49
20/05/2022	Nestos, Greece	16 University students from Antalya (Faculty of Education and Sciences), Akdeniz University), visited Nestos and they got information about the project's action, desertification and remote sensing. Dissemination materials were distributed to the students.	16
23/05/2022	Heraklion, Greece	On the 30th anniversary of LIFE and Natura 2000 Network UoC organized an open info event in NHMC Exhibition Halls Premises in Heraklion. Dissemination of project's leaflet and contacts with visitors	8
24/05/2022	Nestos, Greece	Celebration of 30 years LIFE with students from the Faculty of Forestry of the International Hellenic University. The students visited Nestos and they got information about the project's action, desertification and remote sensing. Dissemination materials were distributed to the students.	68
10/09/2022	Palo Laziale, Italy	Field trip held in Palo Laziale (Italy) to illustrate the habitat degradation processes and the ongoing activities to limit the damages caused by climate change and improper land management. The initiative was carried out within The European Researchers' Night 2022, in collaboration with NET-Science Together	30

Date	Location	Comments /Description	No of Participants
		project (HORIZON-MSCA-2022-CITIZENS-01) and Life PRIMED project (LIFE17NAT/GR/000511). The event was uploaded in the LIFEis30 webpage <a href="https://www.lifeis30.eu/life_action/passeggiata-naturalistica-nel-bosco-di-palo-laziale-un-laboratorio-a-cielo-aperto/">https://www.lifeis30.eu/life_action/passeggiata-naturalistica-nel-bosco-di-palo-laziale-un-laboratorio-a-cielo-aperto/</a>	
21/12/2022	Melesses, Greece	Info event in Melesses HighSchool. Dr Damianakis presented the project.	45
20/04/2023	Limassol, Cyprus	Distribution of 10 leaflets to the Erasmus students of Agios Nikolaos Lyceum	10
21/05/2024	Nestos, Crete	A visit of Nestos Area of University of Democritus students, 2 professors from the Hellenic International University on 21/05/2024. The study visit attended, experts of the National Park of Nestos, experts from Institute of the Mediterranean Forest Ecosystems, representatives from the East Macedonia and Thrace Region, shepherds and farmers.	29

The environmental education experts of HSPN in cooperation with the project team prepared Environmental Education Material, a Teacher's Book that enables teachers to explain desertification to students. The material has been prepared in English and Greek and it is available in the project's website. HSPN will also include this material to the folder that provides to Greek schools that are members of the network that has been created all over Greece.



## 6. Photos

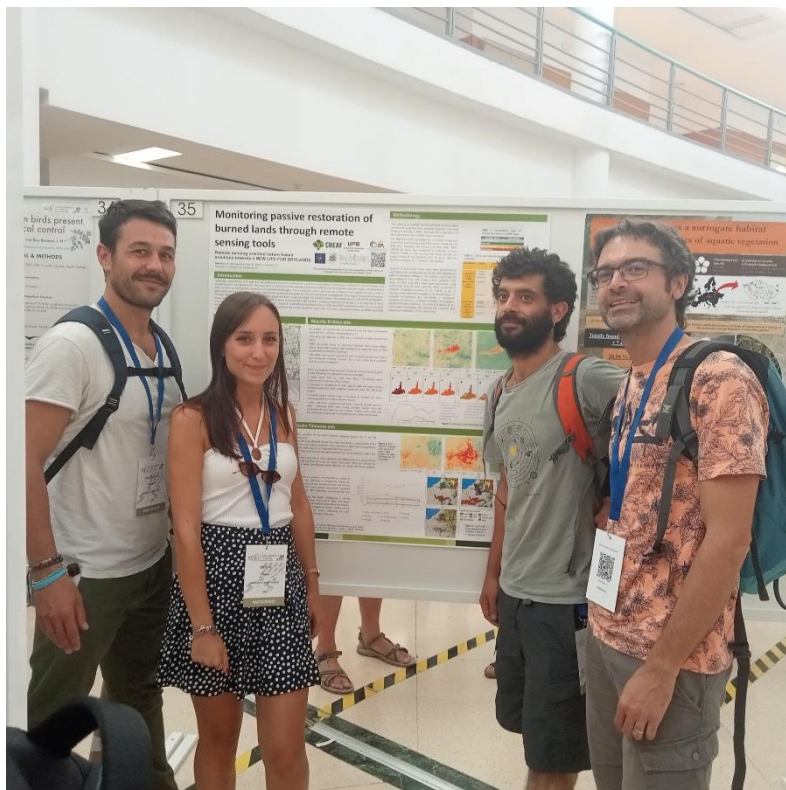


Figure 1 Presentation of the scientific poster of the project in Alicante, Spain



Figure 2 Scientific poster presentation in EGU24, Vienna, Austria



Figure 3 Presentation of the project in ECOISLAS conference, Gran Canaria, Spain



Figure 4 Presentation of the project in the Akdeniz University of Antalya, Antalya, Turkey



Figure 5, Leaflets distribution in Heraklion, Greece





Figure 6 Distribution of leaflets of the project in Thessaloniki, Greece



Figure 7 Material for dissemination





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Figure 8 Promoting the Final Conference of the project in Social Media



*Figure 9 Final conference event (14-16 May 2024)*



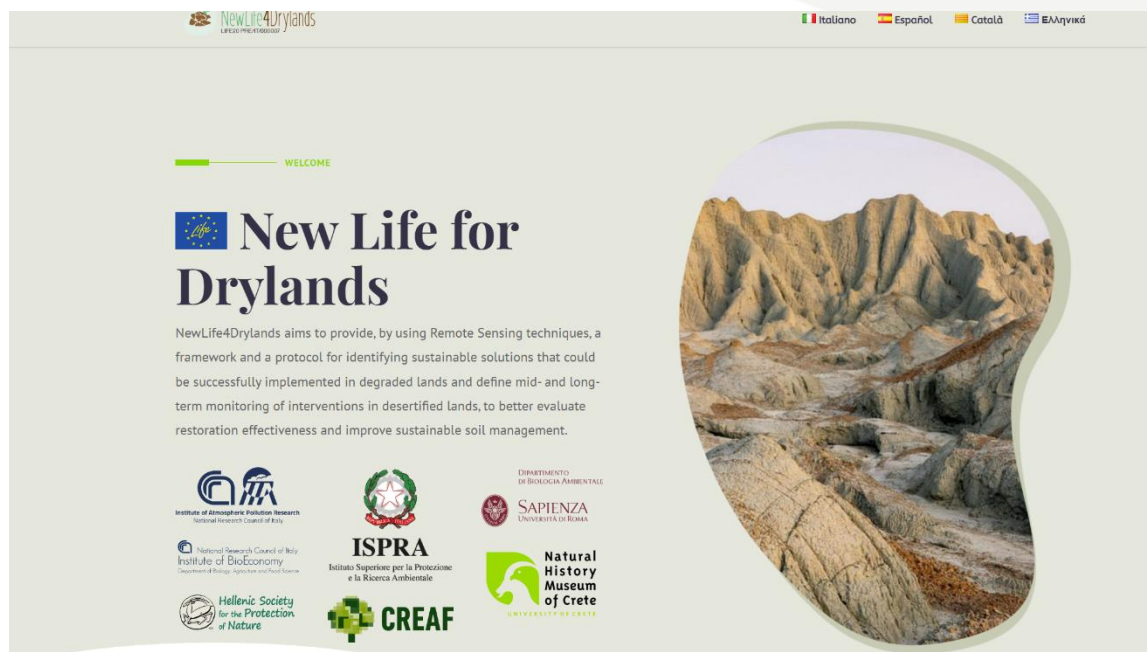


Figure 10 The webpage of the project



Figure 11 Facebook account of the project



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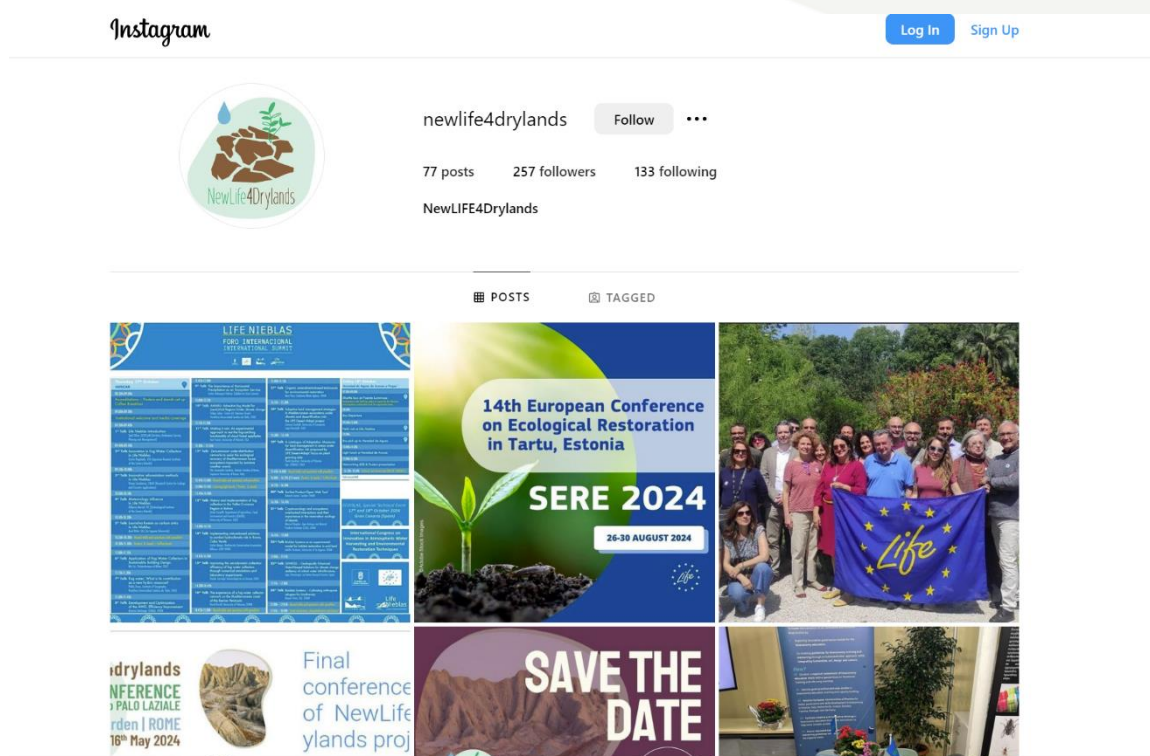


Figure 12 Instagram account of the project